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Bee-Alive[®] Inc.

1999 MAY -7 P2:12

April 15, 1999



Food and Drug Administration
Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
200 C Street, SW
Washington, DC 20204

Dear Sirs:

Notice is hereby given pursuant to the requirements of section 403(r) (6) (21 U.S.C. 343(r) (6) of the Federal Food, Drug, and Cosmetic Act and in accordance with the requirements of 21 CFR 101.93, that Bee-Alive, Inc., 7 New Lake Road, Valley Cottage, NY commenced marketing dietary supplements bearing the following statement(s) on the labels and/or in the labeling:

1) TEXT OF CLAIM

Sweet Energy

NAME OF INGREDIENTS THAT ARE SUBJECT OF CLAIM:

Royal Jelly

NAME OF SUPPLEMENT:

Bee-Alive Queen's Harvest

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2) TEXT OF CLAIM

- 1) Combining the fighting power of Echinacea and Goldenseal herbs with our potent **non-freeze dried Royal Jelly**, we've created a product to help maintain strong defenses.
- 2) Combined with Goldenseal and Royal Jelly, we've created a winning combination to help your body maintain a strong defense shield.

NAME OF INGREDIENTS THAT ARE SUBJECT OF CLAIM:

Echinacea and Goldenseal

NAME OF SUPPLEMENT:

Bee-Alive Defense Formula

3) TEXT OF CLAIM

- 1) We've combined the relaxation power of Kava Kava with our precious non-freeze dried Royal Jelly. The result . . . a liquid formula that relaxes you and reduces stress and frustration without dulling your mind.
- 2) For those stressful times like the first day on a new job . . . the night before that dreaded dentist appointment . . . or when you have to cram twelve hours worth of things into an eight hour day – stay totally relaxed and calm with Bee-Alive's Perfectly Calm!

NAME OF INGREDIENTS THAT ARE SUBJECT OF CLAIM

Kava Kava

NAME OF SUPPLEMENT

Bee Alive Perfectly Calm

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4) TEXT OF CLAIM

- 1) If your mood were a color, would your color be grey? Let Bee-Happy Plus help you stay balanced and upbeat the natural way!
- 2) Our combination of world renowned St. John's Wort with the revolutionary Russian herb, Rhodiola Rosea, makes it easy to achieve a balanced mood and positive outlook every day.

NAME OF INGREDIENTS THAT ARE SUBJECT OF CLAIM

St. John 's Wort & Rhodiola Rosea

NAME OF SUPPLEMENT

Bee-Alive Bee-Happy Plus

The undersigned certifies that the information contained in this notice is complete and accurate and that Bee-Alive, Inc. has substantiation that the statements are truthful and not misleading.

Sincerely,



Diane Masi
Senior Vice President of Marketing

DM/bb

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